

Evaluation Tips

Your event is done. You breathe a sigh of relief and ask yourself, “How did it go?” It is beneficial to reexamine your goals and objectives and find ways to measure your event. In doing so, you will be able to:

- Report your success to others in your organization
- Decide if it is worth repeating
- Determine whether the goals and objectives were accomplished
- Make changes when planning future events

In events such as workshops, it is common for trainers to hand out a questionnaire for participants to complete. Providing a survey for attendees to fill out is a good evaluation tool, but there are other ways to evaluate all types of events:

- Revisit your goals and objectives. Ask, “Were these accomplished?”
- Have someone count the people who attended the event. Look for characteristics that would indicate those attending were part of the target audience.
- Track all media clippings.
- Develop one or two key questions, based on your goals and objectives, to randomly ask attendees during the event.
- If you have the names of attendees, interview them later by telephone or send them a survey.
- Note the amount of materials that were passed out or vaccines given.
- Take photographs of the event and displays.
- Record the number of follow-up calls your organization receives as a result of the event.
- Ask your partners and sponsors for feedback.
- Share your results with the Department of Health.